





Rep Order# 6830031 Ver# 1 Mod# 0 Status Confirmed  
EC'd Yes

3 of 5

Last Received:

Printed: 06/28/2012 10:13 AM

Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) BERKLEY FOR SENATE  
Product 30S

Estimate# MICHAEL DETTORRE  
Buyer Phone#  
Fax#

Agency ( ) SHORR,JOHNSON,MAGNUS  
1831 CHESTNUT ST. #602  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E //30S  
Flight Dates 10/16/2012 - 10/22/2012  
Hiatus Weeks

LT In Day Time Program

Len Rate Dates

Spots/Week # of Weeks

Total Spots

Total Cost

Daypart

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30 W 9P-10P  
Buyline Comment: SVU

Buyline Comment: NEWS IN PRIME AFTER NFL	Buyline Comment: GRIMM	Buyline Comment: WHIT/COMM	Buyline Comment: CHICAGO FIRE	Buyline Comment: FALCON
:30 \$1,000.00 10/19-10/19 1 1 1 1 \$1,000.00	:30 \$750.00 10/19-10/19 1 1 1 1 \$750.00	:30 \$750.00 10/17-10/17 1 1 1 1 \$1,700.00	:30 \$1,400.00 10/17-10/17 1 1 1 1 \$1,400.00	:30 \$75.00 10/16-10/19 4 1 1 4 \$300.00



Rep Order# 6830031 Ver# 1 Mod# 0 Status Confirmed  
EC'd Yes

Traffic Order# 103688 Last Received: 06/27/2012 6:57 AM  
Printed: 06/28/2012 10:13 AM

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Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) BERKLEY FOR SENATE  
Product BERKLEY FOR SENATE

Agency ( ) SHORR,JOHNSON,MAGNUS  
1831 CHESTNUT ST. #602  
PHILADELPHIA, PA 19103

Rep Firm ( ) PHILADELPHIA  
Sales Office ( ) AMY MCCREARY  
Salesperson ( ) AMY MCCREARY

Estimate# 30S  
Buyer MICHAEL DETTORRE  
Phone#  
Fax#  
LT In Day Time Program  
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Flight Dates //30S  
Hiatus Weeks 10/16/2012 - 10/22/2012

Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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—REPORT TOTALS—  
Report Totals: 123 / \$39,075.00

—SALES MONTHLY TOTALS—

Oct 12: 123 / \$39,075.00

Sales Totals: 123 / \$39,075.00

Station Totals: 123 / \$39,075.00

Lines not sent/rclnd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	CATV	KBLR	KING	KLAS	KSNV
\$195,375	0%	0%	0%	32%	20%
XXXX	KTNV	KIUD	KVCM	KVMY	KVVU
0%	21%	0%	1%	1%	25%

—COMPETITIVE COMMENTS—

NEW ORDER  
EST SHARES

Books NOV12  
Demos RA35+